SAN PEDRO PROPERTY OWNERS' ALLIANCE
BOARD OF DIRECTORS MEETING

9:00 AM Open Session

Meeting Minutes

Wednesday, August 7, 2013
Meeting Location: San Pedro City Hall
638 S. Beacon Street, Room #452
San Pedro, CA 90731

1. CALL TO ORDER – Eric Eisenberg, President **9:00 AM**

 The meeting was called to order by President Eisenberg at 9:03 AM.

2. BOARD of DIRECTORS –

 Eric Eisenberg, The Renaissance Group, President
 Jayme Wilson, Spirit Cruises, Vice President / Secretary
 Alan Johnson, Jerico Development, Treasurer
 Vincent DiMeglio, Property Owner
 Gary Larson, Property Owner, Board Member
 David Mathewson, Port of Los Angeles, Board Member
 B. Bennett Schirmer, Property Owner, Board Member
 Camilla Townsend, Port of Los Angeles High School, Board Member
 Morris Warschaw, Property Owner, Board Member

In attendance -
Eric Eisenberg
Jayme Wilson
Vincent DiMeglio
Camilla Townsend
Morris Warschaw

3. APPROVAL OF MINUTES – July 10, 2013.

 Motion by DiMeglio. Second by Townsend. Approved.

4. PUBLIC COMMENTS –

 This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period. As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

Warren Gunter emphasized the need for more foot traffic downtown and the PBID budget.

Augie Bezmalinovich spoke about the Harbor Community Benefit Foundation and the Red Car's Anniversary Party on August 8th.

Michael Gatanz distributed information about the "Swing Peedro" concert happening at the Warner Grand Theatre on August 24.

Katherine Gray read a letter from a tourist who enjoyed their time in San Pedro and plans to return next year.

5. Old Business

 None

6. Committee Reports

 6.1 Marketing & Business Development

 Camilla Townsend emphasized that the Marketing Committee will be focusing on business development at the next meeting.

 - 125th Summer Festival

 Valerie Goodman spoke about marketing pieces that occurred during the LA Waterfront Summer Festival. Radio Disney, KNX 1070, NBC and Telemundo provided coverage.

 - Cirque du Soleil

 Cirque du Soleil promotes a "Cirque & Dine" package with local restaurants. Restaurants offer a discount when visitors present their Cirque ticket. The promotions are posted on the Cirque website and in print on their fliers.

 - Princess Cruises

 The Sea Princess will be in San Pedro for a port of call on Saturday, August 10. PBID trolleys will shuttle passengers through town and staff will be there with an information kiosk to help assist passengers.

 6.2 Public Safety

 Donte Breaux gave a brief overview of security during the Summer Festival. No major incidences occurred.

New Business

Action Items

7.1 Approval of financial statements for June 2013.

Item tabled. Financial statements will be presented at the September meeting.

7.2 Consideration of a sponsorship for the San Pedro International Film Festival in the amount of $7,500.

After a discussion, the amount was reduced to $5,000. Motion to sponsor the festival at $5,000 by Wilson. Second by Townsend. Approved. Vincent DiMeglio opposed.

7.3 Consideration of a Fall media cooperative marketing program with the Grand Vision Foundation in the amount of $12,000.

The sponsorship is for a one year plan. Valerie Goodman must approve of all advertising materials.

Motion by Wilson. Second by Morris. Approved.

7.4 Consideration of a sponsorship for the HP Lovecraft Film Festival in the amount of $5,000 and use of the parking structure and a trolley.

The sponsorship proponent reduced the request for funding to $4,500. Motion by Wilson. Second by Townsend. Approved.

8. Executive Director's Report

8.1 Ports O'Call & Downtown Traffic Solutions

PBID is providing a free shuttle service on Sundays from the overflow parking lot on 22nd Street to Ports O'Call and operating the parking structure at 6th & Centre.

8.2 LED Tivoli street lighting project – Phase 2

Pacific Avenue from 4th – 10th Street has been completed. More lights for Phase 2 are on order.

8.3 Downtown landscaping – Pacific Ave. & 7th St. City Parking Lot

Proposals will be provided for planting nine trees at the September board meeting.

8.4 Travelers' Radio

Travelers' Radio is live on AM 1610. Signage for the radio has been completed.

8.5 Liability Insurance Policy – 2013/2014

PBID will be receiving two quotes within the next week.

8.6 Universal Protection Service – new service agreement

PBID has a month to month contract with Universal. Robbins will be meeting with UPS to discuss a longer contract and possibly providing 24 hour security.

8.7 Alley lighting

PBID has received requests to remove one alley light behind 378 W. 7th Street. The light shines into several residences. PBID has put in a request for removal with DWP.

9. NEXT REGULAR MEETING – September 4, 2013

10. ADJOURNMENT

The meeting was adjourned at 9:58 AM.